IN THE CLAIMS:

1 (Currently Amended).   A computerized consumer shopping tool, comprising:

an Internet web services system,

a plurality of store specific ~~ESL~~ electronic shelf label computer systems each linked to the Internet web services system for communication therewith, wherein each ~~ESL~~ electronic shelf label system includes a database of electronic display tag display information records, a multiplicity of such records including a flag which when set acts as an annunciator trigger for controlling operation of an annunciator in a corresponding display tag, wherein each ~~ESL~~ electronic shelf label system is operable to communicate information to the Internet web services system regarding products, such communicated information including the state of the flag associated with the products display tag information record;

wherein the Internet web services system monitors the flag of such records for identifying products for which there is a related sale, special or other promotion, and for each identified product the Internet web services system makes available to consumers accessing the Internet web services system information indicating the sale, special or other promotion related thereto.

2 (Currently Amended).   A computerized consumer shopping tool, comprising:

an Internet web services system,

at least one ~~ESL~~ electronic shelf label system linked to the Internet web services system for communication therewith, the ~~ESL~~ electronic shelf label system including a plurality of electronic display tags associated with products, a multiplicity of the tags including annunciators such as lights, the ~~ESL~~ electronic shelf label system operable to control the annunciators to identify tags associated with products having ~~which utilize~~ a tiered pricing schedule wherein different prices for the products are provided to different consumers based upon a categorization of the consumer, ~~the display tags controllable to display a plurality of the price tiers~~

wherein the Internet web services system receives tiered pricing information from the electronic shelf label system and provides a given consumer with access to the given

consumers price tier for one or more products when the consumer accesses the Internet web services system and transmits identifying information to the Internet web services system.

3 (Currently Amended).   A computerized consumer shopping tool, comprising:

an Internet web services system,

at least one ~~ESL~~ electronic shelf label system associated with at least one store and linked to the Internet web services system for communication therewith, the ~~ESL~~ electronic shelf label system including a plurality of electronic display tags associated with products, a multiplicity of the tags including annunciators such as lights, the ~~ESL~~ electronic shelf label system operable to control the annunciators to identify tags which utilize a tiered pricing schedule, the display tags controllable to display a plurality of the price tiers;

the Internet web services system operable to provide a given consumer with information regarding products of the at least one store which are on the tiered pricing schedule, based upon information communicated from the ~~ESL~~ electronic shelf label system to the Internet web services system.

4 (Currently Amended).   The computerized shopping tool of claim 3 wherein the Internet web services system is operable to identify the pricing tier applicable to the given consumer based upon information input by the given consumer and to provide the given consumer with pricing information for that pricing tier.

Claims 5-18 (Canceled).

19 (New). The computerized consumer shopping tool of claim 1 wherein, in response to receipt of a user list of desired products, the Internet web services system produces a list indicating which of the desired products has an associated sale, special or other promotion related thereto.